

Name \_\_\_\_\_

Date \_\_\_\_\_

Period \_\_\_\_\_

## **Marketing Research**

### **Ch 28 Sec.1—Marketing Information Systems**

#### **Marketing Research**

- \_\_\_\_\_ the consumer, customer, and public to the marketer through \_\_\_\_\_.
- The primary emphasis is to \_\_\_\_\_ about the \_\_\_\_\_, and plans of current and potential customers.

#### **Why is Marketing Research Important?**

- Helps businesses \_\_\_\_\_ their future operations to \_\_\_\_\_ sales and profit.
- Helps \_\_\_\_\_ marketing problems and anticipate future potential
- Helps \_\_\_\_\_ of what is happening in current markets – what the \_\_\_\_\_ is doing

#### **Who Uses Marketing Research?**

- \_\_\_\_\_ companies – research is often \_\_\_\_\_ – done by owner or manager.
- \_\_\_\_\_ companies have a \_\_\_\_\_ research department and specialists to plan and conduct research
- \_\_\_\_\_ research
- \_\_\_\_\_ industries, retailers, wholesalers, etc.

#### **Marketing Information Systems**

- A set of \_\_\_\_\_ that regularly generates, stores, analyzes, and distributes marketing information.
- Includes \_\_\_\_\_ records, \_\_\_\_\_ records, customer profile data, government data

#### **Marketing Databases**

- \_\_\_\_\_ – a collection (or file) of related information about a specific topic.

- Sometimes information is collected by \_\_\_\_\_, “valued customer cards”
- Often companies \_\_\_\_\_ their information to others

### **Limitations of Marketing Research**

- The \_\_\_\_\_ of information that can be gathered is \_\_\_\_\_ by the \_\_\_\_\_ a company can afford to spend on the equipment and personnel needed to do the research.
- Often, there is \_\_\_\_\_ to do research because decisions must be made before all possible data can be obtained.